

28. Apparatus according to claim 27, wherein the computer-readable code when executed controls the at least one processor to cause the selected social network function, when applied by the communicating means, to share stored content with the selected contact or contacts, and in which the selection rule(s) determine the subset of social network applications dependent on metadata associated with the content.

29. Apparatus according to claim 28, wherein the selection rule(s) for a social network application identifies a geographical location such that only content having metadata corresponding to said location is shared when the selected social network function is applied.

30. Apparatus according to claim 23, in which the computer-readable code when executed controls the at least one processor to identify a gesture made across two or more independent, simultaneously displayed photographs to indicate selection of tagged contacts appearing in different photographs.

31. Apparatus according to claim 23, in which the user interface is a touch-screen through which touch-based user gestures are received by the receiving means.

32. Apparatus according to claim 23, wherein the computer-readable code when executed controls the at least one processor to display visually a path representative of the received user gesture.

33. Apparatus according to claim 23, wherein the computer-readable code when executed controls the at least one processor to display visually selection of a contact or contacts during receipt of a gesture.

34. Apparatus according to claim 24, wherein one of the reference gestures is associated with a friend/join network request function at an external social network application, and wherein the computer-readable code when executed controls the at least one processor subsequently to apply the function to the social network application in relation to one or more selected contacts indicated by the gesture.

35. Apparatus according to claim 24, wherein one of the reference gestures is associated with a friend/join network recommendation function at an external social network application, and wherein the computer-readable code when executed controls the at least one processor subsequently to apply the function to the social network application in relation to two or more selected contacts indicated by the gesture.

36. Apparatus according to claim 24, wherein one of the reference gestures is associated with a content sharing func-

tion at an external social network application, and wherein the computer-readable code when executed controls the at least one processor subsequently to apply the function to the social network application so as to share thereat stored content or link(s) to online content with one or more selected contacts indicated by the gesture.

37. Apparatus according to claim 36, wherein the stored content or link(s) to online content is taken from a different application from that showing the tagged digital photographs.

38. Apparatus according to claim 23, wherein the computer-readable code is a single software application and in which said software application is configured to run automatically upon operation of an photograph viewing application provided on the apparatus.

39. Apparatus according to claim 23, wherein the apparatus is a communications terminal, for instance a wireless communications terminal.

40. A method comprising:

receiving through a user interface a user gesture made in relation to one or more displayed digital photographs, the or each photograph having one or more faces each with a tag identifying a contact associated with the face in the photograph;

identifying locally a predefined social network function corresponding to said received user gesture and a tagged contact or contacts indicated by said gesture; and communicating the locally-identified function to an external social network application so as to apply thereat said function in relation to the selected contact or contacts.

41. A non-transitory computer-readable storage medium having stored thereon computer-readable code, which, when executed by computing apparatus, causes the computing apparatus to perform a method comprising:

receiving through a user interface a user gesture made in relation to one or more displayed digital photographs, the or each photograph having one or more faces each with a tag identifying a contact associated with the face in the photograph;

identifying locally a predefined social network function corresponding to said received user gesture and a tagged contact or contacts indicated by said gesture; and communicating the locally-identified function to an external social network application so as to apply thereat said function in relation to the selected contact or contacts.

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